

**In the Claims**

For the convenience of the Examiner, all pending claims are set forth below, whether or not an amendment is made. Please amend the claims as follows:

1. (Cancelled)

2. (Currently Amended) The method of ~~Claim 1~~ Claim 27, wherein ~~identifying the recommended services from the services using the service agent generating the at least one service offering~~ further comprises:

comparing the service descriptions comprised by the knowledge base with the ~~one or more consumer descriptors~~ at least one user descriptor comprising a ~~consumer user~~ requirement; and

identifying the ~~recommended services~~ at least one service offering in accordance with the comparison.

3. (Cancelled)

4. (Cancelled)

5. (Currently Amended) The method of ~~Claim 1~~ Claim 27, wherein ~~determining the selection of the available time of the one or more available times of the selected service offering~~ further comprises: further comprising:

indicating an offered timeframe during which the ~~selected~~ approved service offering is offered;

receiving a selection of the ~~selected~~ approved service offering within the offered timeframe; and

indicating the one or more available times of the ~~selected~~ approved service offering within the offered timeframe.

6. (Cancelled)

7. **(Currently Amended)** The method of ~~Claim 1~~ Claim 27, wherein receiving the selection of the available time further comprises detecting that the approved service offering has been placed ~~at a time~~ in the timeline corresponding to the available time.

8. **(Cancelled)**

9. (Cancelled)

10. (Currently Amended) The system of ~~Claim 9~~ Claim 31, wherein ~~the one or more agents are operable to identify the recommended services from the services using the service agent by~~ generating the at least one service offering further comprises:

comparing the service descriptions comprised by the knowledge base with the ~~one or more consumer descriptors~~ at least one user descriptor comprising a ~~consumer~~ user requirement; and

identifying the ~~recommended services~~ at least one service offering in accordance with the comparison.

11. (Cancelled)

12. (Cancelled)

13. (Currently Amended) The system of ~~Claim 9~~ Claim 31, wherein ~~the one or more agents are operable to determine~~ determining the selection of the available time of the one or more available times of the ~~selected~~ approved service offering by further comprises:

indicating an offered timeframe during which the ~~selected~~ approved service offering is offered;

receiving a selection of the ~~selected~~ approved service offering within the offered timeframe; and

indicating the one or more available times of the ~~selected~~ approved service offering within the offered timeframe.

14. (Cancelled)

15. (Currently Amended) The system of ~~Claim 9~~ Claim 31, wherein ~~the one or more agents are operable to receive~~ receiving the selection of the available time by further comprises detecting that the approved service offering has been placed ~~at a time~~ in the timeline corresponding to the available time.

16. **(Cancelled)**

17. (Cancelled)

18. (Currently Amended) The logic of ~~Claim 17~~ Claim 35, ~~operable to identify the recommended services from the services using the service agent by wherein generating the at least one service offering further comprises:~~

comparing ~~the~~ service descriptions comprised by the knowledge base with the ~~one or more consumer descriptors~~ at least one user descriptor comprising a ~~consumer~~ user requirement; and

identifying the ~~recommended services~~ at least one service offering in accordance with the comparison.

19. (Cancelled)

20. (Cancelled)

21. (Currently Amended) The logic of ~~Claim 17~~ Claim 35, further operable to ~~determine the selection of the available time of the one or more available times of the selected service offering by:~~

~~indicating~~ indicate an offered timeframe during which the ~~selected~~ approved service offering is offered;

~~receiving~~ receive a selection of the ~~selected~~ approved service offering within the offered timeframe; and

~~indicating~~ indicate the one or more available times of the ~~selected~~ approved service offering within the offered timeframe.

22. (Cancelled)

23. (Currently Amended) The logic of ~~Claim 17~~ Claim 35, when executed, operable to receive the selection of the available time by detecting that the approved service offering has been placed ~~at a time~~ in the timeline corresponding to the available time.

24. (Cancelled)

25. **(Cancelled)**

26. **(Cancelled)**

27. (New) A method for building an itinerary, comprising:

- storing, at a description database of a user agent operating on behalf of a consumer, a plurality of user descriptors;
- reviewing a plurality of service descriptors provided from a plurality of service description databases stored in a plurality of service agents operating on behalf of a plurality of service providers;
- sending at least one user descriptor of the plurality of user descriptors through an interface of the user agent to an interface of at least one service agent of the plurality of service agents;
- receiving at the interface of the user agent from the interface of the at least one service agent at least one service offering generated by comparing the sent at least one user descriptor to at least one knowledge base coupled to the at least one service agent;
- presenting a timeline and the at least one service offering;
- receiving approval of the at least one service offering at the user agent;
- indicating one or more available times of the approved service offering;
- receiving a selection of an available time of the one or more available times;
- incorporating an approved service offering into a plan stored in the user agent by utilizing a plan processing engine at the user agent;
- sending a set of user descriptors of the plurality of user descriptors through an interface of the user agent to an interface of at least one advertising agent; and
- receiving at the interface of the user agent from the interface of the at least one advertising agent at least one advertisement generated by comparing the sent set of user descriptors to at least one service description stored in a database coupled to the at least one advertising agent.

28. **(New)** The method of Claim 27, further comprising:

sending prioritization information through the interface of the user agent to the interface of the at least one service agent, the prioritization information comprising at least one of a compatibility metric, a proximity metric, and an evaluation metric for a service, the compatibility metric measuring compatibility of the service and the one or more consumer descriptors, the proximity metric measuring the distance between the service and a consumer location of the consumer, the evaluation metric measuring at least one of a popularity and a rating of the service;

prioritizing the services in accordance with the prioritization information; and  
identifying the at least one service offering in accordance with the prioritization.

29. **(New)** The method of Claim 28, wherein prioritizing the services in accordance with the prioritization information further comprises weighting the compatibility metric higher than the proximity metric and weighting the proximity metric higher than the evaluation metric.

30. **(New)** The method of Claim 27, wherein the timeline comprises a fuzzy timeline undivided by a plurality of fixed time segments.



31. **(New)** A system for building an itinerary, comprising:
- a user agent comprising:
    - a description database comprising a plurality of user descriptors;
    - a first interface;
    - at least one plan;
    - a code segment embodied in a tangible computer-readable medium, which, when executed, is operable to:
      - review a plurality of service descriptors provided from a plurality of service description databases stored in a plurality of service agents operating on behalf of a plurality of service providers;
      - send at least one user descriptor of the plurality of user descriptors through the first interface to a second interface, the second interface comprised by at least one service agent of the plurality of service agents;
      - receive at the first interface at least one service offering from the second interface generated by comparing the sent at least one user descriptor to at least one knowledge base coupled to the at least one service agent;
      - present a timeline and the at least one service offering;
      - receive approval of the at least one service offering;
      - indicate one or more available times of the approved service offering;
      - receiving a selection of an available time of the one or more available times;
  - send a set of user descriptors of the plurality of user descriptors through the first interface to a third interface, the third interface comprised by at least one advertising agent; and
  - receive at the first interface least one advertisement from the third interface generated by comparing the sent second user descriptor to at least one service description stored in a database coupled to the advertising agent; and
  - a plan processing engine operable to incorporate an approved service offering into the at least one plan; and
  - interface equipment operable to interact with the user agent.

32. **(New)** The system of Claim 31, wherein the code segment is further operable to:

send prioritization information through the interface of the user agent to the interface of the at least one service agent, the prioritization information comprising at least one of a compatibility metric, a proximity metric, and an evaluation metric for a service, the compatibility metric measuring compatibility of the service and the one or more consumer descriptors, the proximity metric measuring the distance between the service and a consumer location of the consumer, the evaluation metric measuring at least one of a popularity and a rating of the service;

prioritize the services in accordance with the prioritization information; and  
identify the at least one service offering in accordance with the prioritization.

33. **(New)** The system of Claim 32, wherein prioritizing the services in accordance with the prioritization information further comprises weighting the compatibility metric higher than the proximity metric and weighting the proximity metric higher than the evaluation metric.

34. **(New)** The system of Claim 31, wherein the timeline comprises a fuzzy timeline undivided by a plurality of fixed time segments.

35. **(New)** Logic for building an itinerary, the logic embodied in a tangible computer-readable medium and operable to:

- store, at a description database of a user agent operating on behalf of a consumer, a plurality of user descriptors;

- review a plurality of service descriptors provided from a plurality of service description databases stored in a plurality of service agents each operating on behalf of a service provider;

- send a first user descriptor of the plurality of user descriptors through an interface of the user agent to an interface of at least one service agent of the plurality of service agents;

- receive at the interface of the user agent from the interface of the at least one service agent at least one service offering generated by comparing the sent first user descriptor to at least one knowledge base coupled to the at least one service agent;

- receive approval of the at least one service offering at the user agent;

- incorporate an approved service offering into a plan stored in the user agent by utilizing a plan processing engine;

- send a second user descriptor of the plurality of user descriptors through an interface of the user agent to an interface of at least one advertising agent; and

- receive at the interface of the user agent from the interface of the at least one advertising agent at least one advertisement generated by comparing the sent second user descriptor to at least one service description stored in a database coupled to the advertising agent.

36. **(New)** The logic of Claim 35, further operable to:

- send prioritization information through the interface of the user agent to the interface of the at least one service agent, the prioritization information comprising at least one of a compatibility metric, a proximity metric, and an evaluation metric for a service, the compatibility metric measuring compatibility of the service and the one or more consumer descriptors, the proximity metric measuring the distance between the service and a consumer location of the consumer, the evaluation metric measuring at least one of a popularity and a rating of the service;

- prioritize the services in accordance with the prioritization information; and

- identify the at least one service offering in accordance with the prioritization.

37. **(New)** The logic of Claim 36, wherein prioritizing the services in accordance with the prioritization information further comprises weighting the compatibility metric higher than the proximity metric and weighting the proximity metric higher than the evaluation metric.

38. **(New)** The logic of Claim 35, wherein the timeline comprises a fuzzy timeline undivided by a plurality of fixed time segments.

39. (New) A system for building an itinerary, comprising:
- a service agent, comprising:
    - a first interface;
    - a knowledge base;
    - a service description database comprising at least one service descriptor;
  - an advertising agent comprising:
    - a second interface;
    - a database comprising a plurality of service descriptions
  - a user agent, comprising:
    - a third interface coupled to the first interface and the second interface;
    - a description database comprising a plurality of user descriptors;
    - at least one plan;
    - a code segment embodied in a tangible computer-readable medium, which, when executed, is operable to:
      - review at least one service descriptor provided by the service agent through the third interface;
      - send a first user descriptor of the plurality of user descriptors through the third interface to the service agent;
      - receive at the third interface at least one service offering from the service agent generated by comparing the sent first user descriptor to the knowledge base at the service agent;
      - receive approval of the at least one service offering;
      - send a second user descriptor of the plurality of user descriptors through the third interface to the advertising agent; and
      - receive at the third interface least one advertisement from the advertising agent generated by comparing the sent second user descriptor to at least one service description stored in the database of the advertising agent; and
    - a plan processing engine operable to incorporate an approved service offering into the at least one plan.